

CENTER FOR ADVANCED
SUSTAINABLE MANAGEMENT



Global challenges such as climate change and resource-scarcity, as well as mega-trends such as digitalization have led to substantial transformation and the disruption of classical business models. Since its founding in 2016, the Center of Advanced Sustainable Management (CASM), led by Prof. Dr. René Schmidpeter and Patrick Bungard, aims to foster research and teaching of sustainability topics at Cologne Business School (CBS). We want to educate young professionals, create knowledge and bring together international players in business, academia and policy who believe that sustainable management is the future of business.

It is our vision to foster the full integration of sustainability into business management and to provide a future-oriented management education for current and future leaders. During their studies, we want to provide them with the opportunity to gain theoretical and practical experience in this increasingly important field. Finding new strategies, processes, measurements, and instruments to navigate through the great transformations of our time is at the core of what CASM seeks to achieve. Therefore, the chair and its lecturers teach courses and conduct research that are concerned with the following topics: Corporate Social Responsibility, International Business Ethics, Sustainability, Social Innovation, Social Impact Investing, and Social Entrepreneurship. These concepts are firmly anchored in the study programs and the various departments of the Cologne Business School. This holistic approach to management education allows us to play a pioneering role in the German educational system. Moreover, CASM is part of the following academic networks: CEEMAN, PRME, DNK, EDUI, WEISS und das GCGI.

We would especially like to thank the Dr. Juergen Meyer Foundation for their support of our vision and mission.

We believe that business and academia must rethink how business works, to properly educate, and thus prepare, future business leaders. Hereby, our combination between excellent academics and having a global network of innovative partners provides us with the chance to generate meaningful impact on academia, business and society.